

TUESDAY ♦ 2:00pm
GENERAL SESSION

Get Found Online

Shameless self-promotion
and do-it-yourself PR for
recessionary times



O PEGGY DUNCAN

If 72% of people get what they need from the Web, you have to get found. There are many free and low-cost Web technologies that will boost your search engine rankings. And there are also many creative offline tactics you can use to promote what you do. If you want to get found online without knowing the technical intricacies of search engine optimization (SEO), this session will help you get there. Topics to include:

- Add the right juice to your website or blog so search engines can find you
- Promote what you know online and off and get the media to tell your story
- Find out what journalists want and deliver it when they need it
- Use no- to low-cost promotion tactics to get known around the world

This session is for people who want to boost their search engine rankings and get found online without spending one red cent.

